

Abstract of the Disclosure

A handle cover promotions system includes multiple, generally tubular shopping cart handle covers, which can be nested and removably placed in a dispenser adapted for installation at an entrance to a retail place of business where shopping carts are available. The handle covers have coupons printed thereon and are manufactured from recyclable material. A method of promoting retail sales of goods and/or services includes the steps of nesting said handle covers into stacks, placing same in said dispenser, extracting individual handle covers for use on respective shopping cart handles and using the coupons printed thereon in connection with retail transactions at said retail business.